

Ipsos January 2023 Political Monitor Topline Results

January 2023

Fieldwork: 18 – 25 January 2023

Technical Details

Ipsos interviewed a representative sample of **1,001** adults aged 18+ across Great Britain. Interviews were conducted by telephone: 18th-25th January 2023. Data are weighted to match the profile of the population.

Where percentages do not sum to 100 this may be due to computer rounding, the exclusion of “don’t know” categories, or multiple answers. An asterisk (*) denotes any value of less than half a per cent. Data are based on all adults unless otherwise stated

Voting Intention

Voting intention polls between elections are a measurement of how a representative sample of the public think they would vote at a given point in time. Voting intentions should be read in conjunction with other political indicators.

Voting intentions: headline indicator

Our headline indicator takes into account past voting behaviour (do people always or usually vote in general elections, or say it depends) as well as stated likelihood to vote in an upcoming election (those who say they are at least 9 out of 10 certain to vote). We continually review our methods, and may make further refinements to our methodology in the future.

As previously, please note that this measure is not based on the assumption that this is the group who will vote at the next general election, as this population is not accurately identifiable at this stage of a parliament. Rather, it includes only those voters whose past behaviour and frame of mind is nearest to those who actually vote at elections.

All polls are subject to a wide range of potential sources of error. On the basis of the historical record of the polls at recent general elections, there is a 9 in 10 chance that the true value of a party’s support lies within 4 points of the estimates provided by this poll, and a 2 in 3 chance that they lie within 2 points. This is especially important to keep in mind when calculating party lead figures.

Q1 How would you vote if there were a General Election tomorrow?

IF UNDECIDED OR REFUSED AT Q1a

Q1b Which party are you most inclined to support?

Base: All 9-10 certain to vote and
always/usually/depends vote in General
Elections (639)

	January 2023	December 2022
	%	%
Conservative	26	23
Labour	51	49
Liberal Democrats (Lib Dem)	9	13
Scottish National Party/Plaid Cymru	6	6
Green Party	5	3
Other	4	5
Conservative lead (\pm%)	-25	-26
<i>Would not vote</i>	1	2
<i>Undecided</i>	6	4
<i>Refused</i>	2	2

Voting intentions: all naming a party

The voting intention figures based on all those giving a voting intention is the measure with the longest pedigree; our regular trends on this basis go back to the 1970s. When turnouts were much higher than is usual today, this offered a good approximation to actual voting behaviour; in more recent years however, there have been differing turnout levels among the supporters of the various parties.

Q1a How would you vote if there were a General Election tomorrow?

Q1b Which party are you most inclined to support?

	%
Conservative	27
Labour	49
Liberal Democrats (Lib Dem)	8
Scottish National Party/Plaid Cymru	5
Green Party	6
Other	3
Conservative lead (+%)	-22
<i>Would not vote</i>	12
<i>Undecided</i>	8
<i>Refused</i>	3

Certainty of voting

- Q2 And how likely would you be to vote in the General Election, on a scale of 1 to 10, where 10 means you would be absolutely certain to vote, and 1 means that you would be absolutely certain not to vote?

	%
10 – absolutely certain to vote	57
9	4
8	7
7	5
6	1
5	8
4	1
3	2
2	2
1 – absolutely certain not to vote	12
Don't know	1

Satisfaction Ratings

Satisfaction among general public aged 18

- Q3 Are you satisfied or dissatisfied with the way the Government is running the country?
- Q4 Are you satisfied or dissatisfied with the way Rishi Sunak is doing his job as Prime Minister?
- Q5 Are you satisfied or dissatisfied with the way Keir Starmer is doing his job as leader of the Labour party?
- Q6 Are you satisfied or dissatisfied with the way Ed Davey is doing his job as leader of the Liberal Democrats?

	Satisfied	Dissatisfied	Don't know	Net satisfaction
	%	%	%	±
Government (Q3) Jan '23	14	76	10	-62
<i>Dec '22</i>	14	79	7	-65
Sunak (Q4) Jan '23	26	55	20	-29
<i>Dec '22</i>	28	49	23	-21
Starmer (Q5) Jan '23	37	40	23	-3
<i>Dec '22</i>	36	42	22	-6
Davey (Q6) Jan '22	19	30	50	-11
<i>Dec '22</i>	21	27	52	-6

- Q3 Are you satisfied or dissatisfied with the way the Government is running the country?
- Q4 Are you satisfied or dissatisfied with the way Rishi Sunak is doing his job as Prime Minister?
- Q5 Are you satisfied or dissatisfied with the way Keir Starmer is doing his job as leader of the Labour party?

Base: All party supporters (*Government is based on Conservative supporters)

	Base	Satisfied %	Dissatisfied %	Don't know %	Net satisfaction ±
Government (Q3) Jan '23	197	42	49	9	-7
Dec '22	201	39	53	8	-14
Sunak (Q4) Jan '23	197	61	28	11	+33
Dec '22	201	64	19	17	+45
Starmer (Q5) Jan '23	390	58	22	20	+36
Dec '22	371	55	29	15	+26

Economic Optimism Index

- Q7 Do you think that the general economic condition of the country will improve, stay the same, or get worse over the next 12 months?

	January '23 %	December '22 %
Improve	24	14
Stay the same	16	14
Get worse	57	69
Don't know	3	3
Ipsos Economic Optimism Index (EOI)	-33	-55

Q8. Some people say that the impact of the cost of living crisis in Britain has already reached its peak and things will slowly begin to recover. Others disagree and say that the worst is still to come. Which of these statements is closest to your opinion?

	Mar '12*	Jan '23
	%	%
The impact of the crisis has already reached its peak	41	27
The worst is still to come	56	67
Don't know	3	6

*In March 2012, the question asked was:

Some people say that the impact of the economic crisis in Britain has already reached its peak and things will slowly begin to recover. Others disagree and say that the worst is still to come. Which of these statements is closest to your opinion?

Leadership and Party trackers

Q9. On balance, do you agree or disagree that ... has what it takes to be a good Prime Minister?

Base: All respondents.

		Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know	Agree	Disagree	Net agree
Keir Starmer	Jan '23	10	26	17	15	22	10	36	37	-1
	Nov '22	10	25	20	15	22	8	35	37	-2
	Sep '22	10	24	20	17	23	7	34	40	-6
	Jul '22	8	25	17	15	26	9	33	41	-8
	Apr '22	9	20	18	16	25	11	29	41	-12
	Jan '22	12	20	20	14	22	12	32	36	-4
	Nov '21	6	19	21	17	24	13	25	41	-16
	Jun '21	6	18	13	19	29	16	24	48	-24
	Mar '21	9	21	22	14	21	14	30	35	-5
	Feb '21	11	25	27	12	13	12	36	25	+11
	Aug '20	14	24	24	10	14	14	38	24	+14
Feb '20	11	21	20	11	14	22	32	25	+7	
Rishi Sunak	Jan '23	10	22	19	18	25	6	32	43	-11
	Nov '22	13	29	19	12	22	5	42	34	+8
	Jul '22	13	22	16	17	26	6	35	43	-8
	Apr '22	5	17	15	17	34	12	22	51	-29
	Jan '22	12	21	21	14	20	13	33	34	-1
	Nov '21	8	21	20	17	21	14	29	38	-9
	Jun '21	11	25	17	12	17	18	36	29	+7
	Mar '21	12	21	24	14	15	13	33	29	+4
	Feb '21	10	22	29	15	11	14	32	26	+6
	Aug '20	13	23	27	10	12	15	36	22	+14
Boris Johnson	Jan 23	11	13	9	16	47	4	24	63	-39
	Apr '22	13	18	10	11	45	2	31	56	-25
	Jan '22	9	14	9	12	52	4	23	64	-41
	Nov '21	11	23	10	18	37	2	34	55	-21

Jun '21	23	22	10	12	31	2	45	43	+2
Mar '21	19	24	10	14	31	2	43	45	-2
Feb '21	17	25	12	16	28	2	42	44	-2
Aug '20	20	25	11	11	32	1	45	43	+2
Feb '20	25	24	8	10	30	3	49	40	+9
July '19	19	19	13	13	30	5	38	43	-5
June '19	14	20	10	13	40	3	34	53	-19
May '19	11	14	7	12	52	3	25	64	-39
Mar '19	8	16	7	15	49	5	24	64	-40
Sep '18	9	16	8	13	51	3	25	64	-39
Jul '18	12	13	6	13	53	3	25	66	-41
Apr '18	7	10	5	19	53	6	17	72	-55
Jul '16	11	10	5	22	48	4	21	70	-49
Jul '15	13	19	11	21	31	6	32	52	-20
Jul '14	12	20	9	20	34	5	32	54	-22

Base: Own party supporters

	Base	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know	Agree	Disagree	Net agree	
Keir Starmer	Jan '23	390	23	43	17	8	4	4	66	12	+54
	Nov '22	384	22	43	16	7	7	5	65	14	+51
	Sep '22	349	23	38	15	11	8	5	61	19	+42
	Jul '22	342	18	48	12	11	7	4	66	18	+48
	Apr '22	342	21	38	20	7	6	8	59	13	+46
	Jan '22	349	22	31	24	11	6	6	53	17	+36
	Nov '21	293	13	35	22	13	10	7	48	23	+25
	Jun '21	272	18	30	12	16	14	10	48	30	+18
	Mar '21	342	21	32	20	10	7	10	53	17	+36
	Feb '21	354	23	37	26	7	2	5	60	9	+51
	Aug '20	320	25	35	23	5	4	8	60	9	+51
	Feb '20	278	20	25	23	9	4	19	45	13	+32
Rishi Sunak	Jan '23	197	21	44	16	13	5	2	65	18	+47
	Nov '22	206	30	48	13	3	4	2	78	7	+71
	Jul '22	260	21	28	15	15	18	2	49	33	+16
	Apr '22	263	15	25	15	16	19	10	40	35	+5
	Jan '22	250	19	32	18	10	13	8	51	23	+28
	Nov '21	281	17	33	15	11	13	11	50	24	+26
	Jun '21	324	24	34	13	7	12	10	58	19	+39
	Mar '21	343	23	27	27	10	6	8	50	16	+34
	Feb '21	342	21	33	25	6	4	11	54	10	+44
	Aug '20	370	22	24	23	10	5	16	46	15	+31
Boris Johnson	Jan '23	197	24	27	15	15	18	*	51	33	+18
	Apr '22	263	33	37	11	9	9	*	70	18	+52
	Jan '22	250	32	31	12	10	15	*	63	25	+38
	Nov '21	281	26	45	11	10	8	*	71	18	+53
	Jun '21	324	48	31	8	7	5	1	79	12	+67
	Mar '21	343	39	42	7	9	3	1	81	12	+69
	Feb '21	342	41	38	8	5	7	1	79	12	+67
	Aug '20	370	46	41	4	6	2	1	87	8	+79
	Feb '20	413	53	35	6	2	2	1	88	4	+84
	July '19	323	46	31	9	6	4	4	77	10	+67
	June '19	252	29	30	11	15	13	1	59	28	+31

May '19	322	13	23	9	20	33	2	36	53	-17
Mar '19	324	12	20	7	18	40	4	32	58	-26
Sep '18	334	13	26	7	16	35	4	39	51	-12
Jul '18	382	10	21	9	19	38	4	31	57	-26
Apr '18	340	11	15	6	30	32	6	26	62	-36
Jul '16	292	9	14	6	29	39	3	23	68	-45
Jul '15	312	20	27	8	26	16	3	47	42	5
Jul '14	242	21	26	12	18	19	4	47	37	10

Q10. Who do you think would make the most capable Prime Minister, Rishi Sunak or Keir Starmer?

	Rishi Sunak /PM %	Keir Starmer /LoTO %	Neither %	No difference %	Other %	Don't know %
Jan 2023	33	39	10	1	2	15
Nov 2022	41	35	9	1	1	13
July 2022	39	39	8	1	1	13
March 2021	39	37	7	*	1	17
Liz Truss v Keir Starmer						
Sept 2022	36	40	10	*	1	13
July 2022	35	41	9	1	1	14
Boris Johnson v Keir Starmer						
July 2022	31	51	8	1	*	9
Jan 2022	31	49	10	1	1	9
Dec 2021	31	44	13	1	1	10
Sept 2021	38	38	13	*	1	9
March 2021	47	37	6	*	1	10
June 2020	43	38	5	1	1	12
Boris Johnson v Jeremy Corbyn						
11 Dec 2019	43	29	19	*	2	6
6 Dec 2019	47	31	13	1	*	6
Nov 2019	49	30	14	1	2	5
Sept 2019	50	29	16	*	1	3
July 2019	52	27	14	1	*	6
June 2019	51	33	11	1	*	4
Theresa May v Jeremy Corbyn						
Sep 2018	46	37	12	*	*	4
July 2017	46	38	8	1	2	5
7 June 2017	47	36	7	1	*	8
1 June 2017	50	35	6	*	*	8
May 2017	56	29	7	*	1	6
Apr 2017	61	23	6	1	1	7
David Cameron v Jeremy Corbyn						
Sept 2015	57	28	2	*	2	9
David Cameron v Ed Miliband						
Apr 2015	52	31	12	-	-	4
Apr 2011	45	25	-	-	7	23
Sep 2010	50	19	-	-	12	19
Gordon Brown v David Cameron						
May 2010	29	33	-	-	19	19

Apr 2010	28	32	-	-	17	23
Feb 2010	29	38	12	-	12	8
Sept 2009	24	41	14	-	16	5
Jan 2008	37	33	17	-	-	12
Oct 2007	45	29	16	-	-	9
Sept 2007	58	17	17	-	-	8
June 2007	40	22	14	-	5	19

Q11. To what extent do you agree or disagree with the following statements?

- a) I don't know what Keir Starmer Stands for
- b) I don't know what Rishi Sunak stands for

	Oct '13 David Camero n %	Apr '15 David Camero n %	Jun '22 Boris Johnso n %	July '22 Liz Truss %	July '22 Rishi Sunak %	Jan '23 Rishi Sunak %	Oct '13 Ed Miliban d %	Apr '15 Ed Miliban d %	June '22 Keir Starmer %	July '22 Keir Starmer %	Jan '23 Keir Starmer %
Strongly agree	14	13	29	27	19	18	22	18	30	28	20
Tend to agree	20	21	18	19	21	22	23	20	23	21	24
Neither agree/disagree	7	8	11	14	11	16	11	10	17	12	14
Tend to disagree	29	24	17	19	25	23	24	27	13	21	20
Strongly disagree	29	32	20	14	19	15	17	22	10	12	13
Don't know	2	2	4	7	5	7	3	3	7	6	8
Agree	34	34	47	46	40	40	45	38	53	49	44
Disagree	58	56	37	33	44	38	41	49	23	33	33

Q12. To what extent, if at all, do you agree or disagree with the following statements

- a) Keir Starmer is ready to be Prime Minister?

		Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know	Agree	Disagree
		%	%	%	%	%	%	%	%
Keir Starmer	Jan '23	15	21	17	14	23	11	36	37
	Apr '22	10	24	14	13	31	9	34	44
	Jan '22	13	25	15	15	25	8	38	40
	Feb '21	12	21	20	18	19	10	33	37
Jeremy Corbyn	Nov '19	11	13	8	12	53	2	24	65
	Sept '19	12	15	9	11	52	1	27	63
	May '17	14	17	4	14	46	5	31	60
	May '16	10	12	5	19	46	7	22	65
Ed Miliband	Feb '15	8	13	11	20	43	4	21	63

	Jun '14	7	15	9	22	43	4	22	65
	Apr '13	8	16	6	24	42	5	24	66
	May '11	3	14	7	32	37	7	17	69
David Cameron	Apr '10	22	29	7	15	24	2	51	39
	Jul '08	16	27	7	19	24	4	43	43
Tony Blair	Apr '97						13	53	34

b) The word 'competent' is an accurate description of the current government

	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know	Agree	Disagree
	%	%	%	%	%	%	%	%
Jan '23	7	13	13	22	40	6	20	62
Aug '20	13	27	14	17	27	2	40	44
Sept '19	10	12	10	20	46	2	22	66
Apr '15	18	28	11	19	21	3	46	40

c) There would be chaos if a Labour government was elected at the next General Election

	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know	Agree	Disagree
	%	%	%	%	%	%	%	%
Jan '23	16	10	13	22	30	9	26	52
Aug '20	19	12	17	21	26	5	31	47
Sept '19	36	16	9	15	20	3	52	35
Apr '15	21	15	10	19	33	2	36	52

13) Do you think you and your family would be better off under a Conservative government or a Labour government, or do you think it would make no difference?

	Sept 2013 %	Sept 2014 %	Jan 2023 %
Conservative government	22	26	16
Labour government	23	22	31
Make no difference	52	48	46
Other	1	*	1
Don't know	2	2	5

Q14. Thinking about the outcome of the next General Election, which of the following, if any, comes closest to your view?

	%
The Conservative government has done a good job and there is no need for change at the next election	10
The Conservative government has done a good job, but it is time for a change at the next election	11
The Conservative government has done a poor job, but the next election is not the time for change	15
The Conservative government has done a poor job and it is time for a change at the next election	55
None of these	3
Don't know	6
TOTAL: The Conservative government has done a good job	21
TOTAL: The Conservative government has done a poor job	70
TOTAL: The next election is not time for a change	25
TOTAL: It is time for a change at the next election	66

ROYALS

Q15. Would you favour Britain becoming a republic or remaining a monarchy?

	Republic %	Monarchy %	Don't know %
January '23	22	64	13
May '22	22	68	10
November '21	21	60	19
February '16	17	76	7
July '13	17	77	6
November '12	16	79	5
June '12	15	77	8
May '12	13	80	7
April '11	18	75	7
April '06	18	72	10
April '05	22	65	13
April '04	20	71	4
May '02	19	74	4
February '05	19	71	10
December '01	21	70	5
April '01	19	70	8
April '01	20	71	9
December '00	15	73	12
December '00	21	72	6
June '00	19	74	8
November '99	16	74	8
June '99	16	74	10
November '98	18	73	9
October '98	16	74	10
August '98	16	75	9
March '98	19	74	7

September '97	18	73	9
December '94	20	71	9
January '94	17	73	10
April '93	18	69	14

Q8 Which two or three members of the Royal Family do you like the most?

	Apr 1984 %	Jan 1994 %	Dec 1994 %	Oct 1998 %	Dec 2000 %	Apr 2001 %	Nov 2012 %	Jan 2018 %	Jan 2023 %
Prince William, Prince of Wales	2	4	4	14	42	22	62	62	50
King Charles	50	17	16	25	24	38	21	9	32
Princess Catherine, Princess of Wales	n/a	n/a	n/a	n/a	n/a	n/a	23	21	29
Prince Harry, Duke of Sussex	n/a	3	3	8	10	7	36	58	17
Princess Anne/Princess Royal	39	39	48	30	39	28	14	8	16
Meghan Markle, Duchess of Sussex	n/a	2	4						
Prince Edward/Earl of Wessex	3	4	4	3	2	4	1	*	4
Sophie Rhys- Jones/Countess of Wessex	n/a	n/a	n/a	n/a	1	2	*	*	4
The King's grandchildren	n/a	2	4						
The Queen Consort, Camilla Parker Bowles	n/a	n/a	n/a	n/a	n/a	n/a	2	*	3
Prince Andrew/Duke of York	13	6	7	13	14	10	2	1	1
Princess Beatrice	n/a	n/a	n/a	1	0	*	0	0	1
Princess Eugenie	n/a	n/a	n/a	*	0	0	*	0	1
Sarah Ferguson/Duchess of York	n/a	5	5	2	5	n/a	*	*	*
Duke of Kent	n/a	n/a	n/a	*	0	*	0	*	*
Duchess of Kent	n/a	n/a	13	3	3	1	0	*	*
Princess Alexandra	5	8	8	1	0	1	*	*	*
Prince Michael of Kent	5	5	6	*	1	1	*	0	*
Princess Michael of Kent	5	5	6	*	1	1	*	0	*
Queen Elizabeth II	46	44	44	39	39	39	48	47	n/a
Prince Philip, Duke of Edinburgh	13	4	5	5	3	5	11	12	n/a
Princess Diana	45	47	33	9	n/a	8	*	1	n/a
Other	0	0	0	0	0	0	2	2	9
None	5	6	4	9	3	13	5	11	14
Don't know	2	1	1	10	0	6	7	2	8

Q17. As you may be aware, the coronation of King Charles the Third is due to take place this year on Saturday 6th May. Do you think Prince Harry should be invited to the coronation, or not?

Definitely should be invited	40
Probably should be invited	20
Probably should not be invited	9
Definitely should not be invited	21
Don't know	10
Should be invited	60
Should not be invited	30